

WHO WILL BE
THE FIRST BABY OF 1957?



**TORRANCE PRESS ANNUAL FIRST
 BABY CONTEST!**

**ENTER AND WIN VALUABLE
 MERCHANDISE PRIZES!**

- This Contest is open to all expectant mothers who reside in our circulation area.
- The first baby born in 1957 will be declared the winner. In case of a close contest, hospital and city records will be the deciding factor.
- Judges are the publisher and the editor of this newspaper. Their decision will be final. No claims may be entered after the winner is declared.
- The baby may be delivered anywhere, but records must be readily available for judging the contest.

WHO WILL IT BE? Watch this Newspaper for announcement of the winner of our first baby contest of 1957!



**OFFICIAL BABY CONTEST
 ENTRY FORM**



Have your doctor fill out this official entry form. Bring it in, or mail it to this newspaper!

EXACT TIME OF BIRTH..... BABY'S NAME.....
 SEX OF BABY..... WEIGHT..... PLACE OF BIRTH.....
 PARENTS' NAME.....
 ADDRESS.....
 DOCTOR'S NAME.....

MAIL TO:
 1406 CRAVENS,
 TORRANCE, CALIF.

TORRANCE PRESS

ALL ENTRIES MUST BE IN TORRANCE PRESS OFFICE BY 10:00 A.M. JAN. 10, 1957

THESE VALUABLE GIFTS FOR THE WINNER WILL BE PRESENTED BY THE MERCHANTS LISTED BELOW!

**Hardwood High Chair
 For '57's First Baby**

That's our gift to the winner. A solid hardwood high chair in natural finish to go with any decor. Clever nursery decals. This chair breaks down to a table and a chair.

McMAHAN'S FURNITURE
 1306 Sartori, Downtown Torrance

Two Dozen Diapers

Here's a prize that the lucky winner will really appreciate. Your choice of either Birdseye or flannel.

NEWBERRY'S
 Downtown Torrance

Baby's Silver Set

Our greeting to "Little First of '57" will be an infant's sterling silver baby set . . . by International.

LAWSON'S JEWELERS
 1317 El Prado, Downtown Torrance

**A Case of Baby Food
 . . . Our Gift!**

. . . Our community's first baby of 1957 will receive a case of Gerber's canned baby food as our gift! A real start toward future health.

ROTH'S MARKET
 1321 Post, Downtown Torrance

Genuine Teeterbabe

Our gift in '57 for that bundle of joy, just newly arrived from heaven.

BURKE'S BARGAIN SPOT
 2113 Torrance Blvd.

\$5 Merchandise Credit

Baer's are happy to give the mother of the first baby in '57 \$5.00 credit on any merchandise in our store. Must be used in 30 days.

BAER'S DRAPERIES
 1328 Sartori, Downtown Torrance

Innerspring Mattress

For the newcomer's crib. It is wetproof and reversible.

FRANK'S FURNITURE
 1334 El Prado, Downtown Torrance

Baby Bottle Sterilizer

Handy aluminum sterilizer, complete with bottlerack.

McCOWN DRUG STORES
 1327 El Prado, Downtown Torrance

Kant Wet Car Bed

Makes into a car seat too!

STAR FURNITURE CO.
 2103 Torrance, Downtown Torrance

A Shampoo and Set

For the mother of the first '57 baby

BEAUTY CREST - BEAUTY SHOP
 1215 El Prado, Downtown Torrance
 FA. 8-6546

**First Step For The First
 In '57**

. . . will be in our fine-quality baby shoes . . . our gift to the winner. Our famed-name shoes will get baby on the right path to good posture. Come in for your gift certificate now and you can use it when the baby is 6 months old.

BERNARD'S BOOTERY
 1315 Sartori, Downtown Torrance

Trundle Bundle

The first baby in '57 will be greeted with a lovely bundle.

NETA'S TOTS & TEENS
 1272 Sartori, Downtown Torrance

A Quilt For The Winner

Our gift will be a quilted Estron filled washable quilt.

SQUIRE STYLE SHOPPE
 For Children
 1313 Sartori, Downtown Torrance

One Step-up Set

For the first baby born in 1957.

HOWARD'S JEWELERS
 1503 Cabrillo, Downtown Torrance

**A Free Portrait
 of Little '57**

The winner of the contest will be photographed any time during the first three months and a lovely toned 8x10 portrait given free of charge as our gift.

PHOTO ARTS STUDIO
 1311 Post, Downtown Torrance

**Gold Locket
 For Baby '57**

Here is a lovely locket for the lucky baby of the year. A gift to be treasured.

GARY'S JEWELERS
 1322 Sartori, Downtown Torrance

Our Gift to Mother

For the mother of the first baby of 1957. Her choice of any 3 pairs of nylon hosiery in our store.

THE GAY SHOP
 1319 Sartori, Downtown Torrance

1 Month Supply of Milk

FOR THE FIRST BABY OF 1957

MAYFAIR CREAMERY
 20301 S. Western Ave., Torrance

**We'll Give Tiny '57 A
 Head Start Toward
 Thrift!**

We will open a savings account with \$5.00 for 1957's first little newcomer!

SOUTHWEST SAVINGS & LOAN
 1439 Marcelina Ave., Torrance
 Main Office, Inglewood

**Our Gift to Welcome
 The Newcomer**

A new Play Pen pad to welcome the little stranger into '57.

BAKER'S FURNITURE
 1512 Cravens, Downtown Torrance

**Baby Book or
 Announcements**

The parents of our community's first arrival will receive either a wonderful baby book or 50 clever announcements - Mother's choice.

PARRISH STATIONERS
 1423 Marcelina, Downtown Torrance

\$50 Merchandise Credit

ON THE PURCHASE OF A NEW AUTOMATIC WASHER

LIBERTY HOME APPLIANCES
 1326 Sartori, Downtown Torrance

Our Gift to Father!

So the father of the first baby of '57 doesn't feel slighted, we're happy to give to him a box of cigars.

See Charley At

DANIEL'S CAFE
 1625 Cabrillo, Downtown Torrance

**CONSOLATION PRIZE!
 FOR THE LAST BABY OF '56**

Double blessed are the parents because they receive a full year's tax exemption . . . And a beautiful 6-piece set of child's silverware.

ALLEN JEWELERS
 1321 SARTORI AVE., DOWNTOWN TORRANCE